

Rep Order# 7908975 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 25169 Printed: 09/27/2012 11:30 AM 2 of 5
EC'd Yes Last Received: 09/27/2012 10:22 AM
Showing Buylines: All Lines

Station	KSL-TV SALT LAKE CITY	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() LOVE, MIA		814 KING ST, SUITE 400	Sales Office	() WASHINGTON
Product	LOVE/CD4/R.		ALEXANDRIA, VA 22314	Salesperson	() JAMIE ANDRUS
Estimate#	928C03	Agency C/P1/P2/E	LOVE/ORDR/928C03		
Buyer	Patricia Dome	Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	202-872-1155
Phone#		Hiatus Weeks		Salesperson FAX#	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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14	M	DAYS OF OUR LIVES	2P-3P	:30	10/01-10/01	1	\$80.00	1
Rating: 1.1								
15	F	DR PHIL	3P-4P	:30	09/28-09/28	1	\$50.00	1
Rating: 1.1								
16	SU	SUNDAY EDITION	9A-930A	:30	09/30-09/30	1	\$40.00	1
Rating: 1.7								
17	SU	MUSIC & SPOKEN	930A-10A	:30	09/30-09/30	1	\$175.00	1
Rating: 5.4								
18	SU	MORMON TIMES	10A-1030A	:30	09/30-09/30	1	\$20.00	1
Rating: 4.3								
19	F	KATIE	4P-5P	:30	09/28-09/28	1	\$90.00	1
Rating: 2.0								
20	M,W-TH	KATIE	4P-5P	:30	10/01-10/04	3	\$90.00	3
Rating: 2.0								
Buyline Comment: 1/DAY								
23	M	TODAY	5A-6A	:30	10/01-10/01	1	\$10.00	1
Rating: 0.7								
24	F	TODAY 2	6A-7A	:30	09/28-09/28	1	\$100.00	1
Rating: 2.2								
25	M-TU,TH	TODAY 2	6A-7A	:30	10/01-10/04	3	\$100.00	3
Rating: 2.2								
Buyline Comment: 1/DAY								
28	F	TODAY	7A-8A	:30	09/28-09/28	1	\$250.00	1
Rating: 2.7								

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Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# 928003
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDER/928003
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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46	W	KSL 5 NWS-6:30	630P-7P	:30	10/03-10/03	1	\$125.00	1
Rating: 3.7								
47	TH	KSL 5 NWS-6:30	630P-7P	:30	10/04-10/04	1	\$125.00	1
Rating: 3.7								
48	SA	6PM NEWS	6P-630P	:30	09/29-09/29	1	\$100.00	1
Rating: 3.6								
49	SU	NEWS	4P-430P	:30	09/30-09/30	1	\$50.00	1
Rating: 1.6								
50	F	TONIGHT SHOW	1035P-1135P	:30	09/28-09/28	1	\$100.00	1
Rating: 4.2								
51	SA	SPORTSBEAT	1035P-1105P	:30	09/29-09/29	1	\$110.00	1
Rating: 2.8								
52	F	10 P NEWS	10P-1035P	:30	09/28-09/28	1	\$950.00	1
Rating: 7.3								
53	M	10 P NEWS	10P-1035P	:30	10/01-10/01	1	\$950.00	1
Rating: 7.3								
54	W	10 P NEWS	10P-1035P	:30	10/03-10/03	1	\$950.00	1
Rating: 7.3								
55	SA	10 P NEWS	10P-1035P	:30	09/29-09/29	1	\$550.00	1
Rating: 5.6								
56	SU	NEWS	10P-1035P	:30	09/30-09/30	1	\$900.00	1
Rating: 7.3								
57	SA	GAME NIGHT LIVE	630P-7P	:30	09/29-09/29	1	\$30.00	1
Rating: 2.9								

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 Advertiser () LOVE, MIA
 Product LOVE/CD4/R
 Estimate# 928C03
 Buyer Patricia Dome
 Phone#
 Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E LOVE/ORDR/928C03
 Flight Dates 09/28/2012 - 10/04/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAMIE ANDRUS
 Salesperson Phone# 202-872-1155
 Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
58	M	THE VOICE	7P-9P	:30	10/01-10/01	1	\$900.00	1
Rating: 7.2								
59	F	DATELINE	9P-10P	:30	09/28-09/28	1	\$450.00	1
Rating: 5.2								

---REPORT TOTALS---

Report Totals: 59 / \$11,490.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$4,885.00 Oct 12: 34 / \$6,605.00
 Sales Totals: 59 / \$11,490.00
 Station Totals: 59 / \$11,490.00
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$57,450
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+